



**City of Scottsdale
Tourism Advisory Task Force
Regular Meeting**

MARKED AGENDA

9:00 a.m., Wednesday, March 19, 2014
Arizona State University SkySong,
1475 North Scottsdale Road, Scottsdale, AZ 85257
Conference Room: Global Room #201 (2nd Floor)

1. Call to Order/Roll Call – 9:03AM

Cory Baker	Kate Birchler- 9:09am
Margaret Dunn	Gabrielle Enriquez- ABSENT
Pam Gilbert- ABSENT	Richard Hayslip
John Holdsworth	Craig Jackson- ABSENT
Taryl O'Shea	Fred Unger
Matthew Wright- ABSENT	

2. Public Comment

Citizens may address the members of the Tourism Advisory Task Force during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Advisory Task Force from discussing or taking action on an item that is not on the prepared agenda.

3. Approval of Minutes

Task Force discussion and recommendation to approve the December 18, 2013 regular meeting minutes

TASK FORCE MEMBER UNGER MOVED TO APPROVE THE MINUTES FROM THE DECEMBER 18, 2013 MEETING. TASK FORCE MEMBER DUNN SECONDED THE MOTION. MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). TASK FORCE MEMBER BIRCHLER WAS NOT YET PRESENT.

4. Tourism Advisory Task Force Annual Report

Commission discussion and possible recommendation regarding TATF annual report
Staff Contact: Steve Geiogamah

TASK FORCE MEMBER BIRCHLER MOVED TO APPROVE THE ANNUAL REPORT AS PRESENTED. TASK FORCE MEMBER HAYSLIP SECONDED THE MOTION. MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING HOLLI SHANNON 480-312-7989 OR HSHANNON@SCOTTSDALEAZ.GOV. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION.

5. TATF Chairperson Update

At the request of the TATF Chair, Task Force discussion on coordinating efforts with other City Task Forces and Commissions

6. Tourism Development Commission Update

TDC presentation and Task Force discussion and possible recommendations regarding City's TDC Tourism Program

Presenter: David Scholefield, Chairperson, Tourism Development Commission

7. General Plan Update

Staff presentation and TATF discussion, and possible recommendations regarding the City's General Plan

Staff Contact: Mary Vandevord, Planner Sr.

BREAK

8. Tourism Plan Recommendations-City Staff Initiatives

Staff presentation and TATF discussion and possible recommendations regarding the following Tourism Plan initiatives:

- Research Program-Longwoods
- Downtown Economic Plan
- Speakwrite

9. Task Force- Focus Area Updates

Task Force updates, review, discussion and possible recommendations regarding the following:

Moderator: Valeri LeBlanc, PLACES Consulting

- Arrival Experience
- Arizona Central
- Dashboard
- Events/Festivals
- Community Foundation
- Happenings/Animation
- Rituals

10. Tourism Plan - Next Steps

Task Force updates, review, discussion and possible recommendation regarding the following:

Moderator: Valeri LeBlanc, PLACES Consulting

- Crisis Communication Plan
- FY2014/15 Initiatives
- TATF Focus Areas



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11. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

12. Adjournment – 12:19PM

Next scheduled meeting is June 18, 2014



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